



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
September 16, 2024 - 1:30 p.m.

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**1. CALL TO ORDER**

Phillips called the meeting to order at 1:08 p.m.

Present: Regina G. Phillips, Chair  
Michael Gordon, District 4, Acting Vice Chair  
Sarah Arnold, BCC Representative  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2  
Charles Cox, District 5  
Troy Blevins, District 5

Absent: Irving Kass, Vice Chair  
Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director  
Dena Masters, Tourist Development Council Program Specialist  
Jennifer Zuberer, Manager of Tourism Promotional Program  
Rich Komando, Interim County Attorney  
Jalisa Ferguson, Assistant County Attorney  
Saundra Hutto, Deputy Clerk

**2. PLEDGE OF ALLEGIANCE**

Gordon led the Pledge of Allegiance.

**3. ROLL CALL**

Masters called the roll. Council members Gordon, Phillips, Arnold, Sikes-Kline, Rumrell, Cox, and Blevins were present, with Kass and Wicks absent.

**4. APPROVAL OF AGENDA**

Discussion ensued on reorganizing the agenda items. Tourism Marketing updates were moved to Item No. 7, the St. Johns County Pier discussion to Item No. 8, the Arts, Culture, and Heritage

(ACH) Grant recommendation to Item No. 9, and the Sports Tourism Grant approvals to Item No. 10.

**Motion by Rumrell, seconded by Blevins, carried 7/0, with Kass and Wicks absent, to approve the Agenda, as amended.**

**Yea: Rumrell, Blevins, Gordon, Phillips, Sikes-Kline, Cox, Arnold,**

**Nay: None**

**Absent: Kass, Wicks**

#### 5. APPROVAL OF MINUTES

**Motion by Rumrell, seconded by Arnold, carried 7/0, with Kass and Wicks absent, to approve the minutes for the July 15, 2024, meeting, as submitted.**

**Yea: Rumrell, Arnold, Sikes-Kline, Blevins, Phillips, Gordon, Cox**

**Nay: None**

**Absent: Kass and Wicks**

#### 6. PUBLIC COMMENT

There was none.

#### 10. SPORTS TOURISM GRANT APPROVALS (Formerly Item 7.)

- Florida Prime Sports Foundation Prime Soccer Tournament - October 11-13, 2024, Recommended \$16,875
- Game On Race Events St. Augustine Triathlon - October 13, 2024, Recommended \$6,750
- Knights of Columbus Florida/Georgia Pickleball Tournament - October 31, 2024, - November 3, 2024, Recommended \$5,693
- International Open Billard's Tournament - November 18-26, 2024, Recommended \$27,000
- RBG Events Jacksonville Classic Basketball Tournament - November 23-25, 2024, Recommended \$18,000
- First Tee St. Augustine Amateur Golf Tournament - December 6-8, 2024, Recommended \$20,250
- St. Augustine Youth Services Santa Suits on the Loose 5K - December 14, 2024, Recommended \$2,578
- Gracie Jiu-Jitsu St. Augustine Gracie Regional Grappling Series - Martial Arts - November 30 - December 1, 2024; December 7-9, 2024; March 1-2, 2025; and March 8-9, 2025; Recommended \$4,307
- Perfect Game, Inc., Youth Baseball Events - Sunshine State Fall Championship - October 18-20, 2024, Recommended \$13,500; Bold City Fall Showdown - November 1-3, 2024, Recommended \$13,500; and North Florida Kick-off Classic - March 7-9, 2024, Recommended \$4,500

Rumrell requested to table the item for further evaluation at the next meeting and recommended housekeeping rules regarding the release of the agenda books one week in advance, the Chair's scheduling and rescheduling of council meetings, and conducting debriefings with staff and members. Meeks responded to the reviewing process, grant guidelines, and voting on individual requests. Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, provided information on the grant approval process, and further details about the International Open Billard's Tournament and the Board's discretion in distributing funds for events. Additionally, Meeks stated that the grant applicant must put together a funding request packet showing how the funds were spent.

Sikes-Kline questioned the two Jacksonville events being funded by the County. Meyer detailed the funding for the Jacksonville events. Discussion ensued on a policy for naming events from other cities, the funding of tax dollars for St. Johns County, and the need to reach out to the Jacksonville events on changing their name to receive the proper funding.

Public Comment: There was none.

**Motion by Sikes-Kline, seconded by Gordon, carried 7/0, with Kass and Wicks absent, to recommend that the Board of County Commissioners approve the list, with the exception of Florida Prime Sports Foundation Prime Soccer Tournament, RBG Events Jacksonville Classic Basketball Tournament, and Bold City Fall Showdown.**

**Yea: Sikes-Kline, Gordon, Phillips, Blevins, Arnold, Rumrell, Cox**

**Nay: None**

**Absent: Kass and Wicks**

9. ARTS, CULTURE, AND HERITAGE (ACH) GRANT RECOMMENDATIONS (Formerly Item 8)

Meeks presented the details of the Fiscal Year 2025 ACH Grant applications.

Discussion ensued on the funding of the ACH grant recommendations, lobbying the Governor for funding, and the criteria requirements. Brenda Swann, St. Johns Cultural Council Director of Grants and Operations, spoke on the two separate events in Hastings and the grading scale.

Public Comment: Albert Syless (Exhibit A) provided public comment.

**Motion by Rumrell, seconded by Cox, carried 7/0, via roll call vote, with Wicks and Kass absent, to recommend that the Board of County Commissioners approve the Fiscal Year 2025 ACH Grant Application list.**

**Roll Call**

**Arnold: Yea**

**Blevins: Yea**

**Cox: Yea**

**Gordon: Yea**

**Rumrell: Yea**  
**Sikes-Kline: Yea**  
**Phillips: Nay**

**Absent: Wicks, Kass**

8. ST. JOHNS COUNTY PIER DISCUSSION (Formerly Item 9)

Daniel Whitcraft, Facilities Management Director, presented the details of the St. Johns County Pier repairs.

Discussion ensued on improvements, funding, the pier being a tourism asset, the pier's design, and the surrounding area. Additionally, Ryan Kane, Parks and Recreation Director, provided further information on the short-term and long-term expectations for the pier area.

Public Comment: There was none.

**Motion by Sikes-Kline, seconded by Blevins, carried 7/0, via roll call vote, with Wicks and Kass absent, to recommend that the Board of County Commissioners fund the emergency repairs as needed, suggesting Category V, and to direct staff to proceed with the master plan for the overall pier area.**

**Roll Call**

**Arnold: Yea**  
**Blevins: Yea**  
**Cox: Yea**  
**Gordon: Yea**  
**Phillips: Yea**  
**Rumrell: Yea**  
**Sikes-Kline: Yea**

**Absent: Wicks, Kass**

7. TOURISM MARKETING UPDATE (Formerly Item 10.)

Jamie Locklear, Purchasing Director, updated the council members on tourism marketing and provided information on the formal and informal scoring matrix process. The council members expressed their positions on the current working group, with additional comments from Komando, who provided his legal opinion on presenting options to be fair and impartial on the decision to add, keep, or rework the group. Discussion ensued on the current group remaining, the informal and formal Request for Proposal (RFP) process, not having a lapse in marketing services, adding people to the group to remain impartial, and the timeline and scoring process. Meeks provided the process of reaching out to the suggested names.

Public Comment: There was none.

**Motion by Sikes-Kline, seconded by Rumrell, carried 7/0, via roll call vote, with Kass and Wicks absent, to add four additional members to the current working group, along with one alternate.**

**Roll Call**

**Arnold: Yea  
Blevins: Yea  
Cox: Yea  
Gordon: Yea  
Phillips: Yea  
Rumrell: Yea  
Sikes-Kline: Yea**

**Absent: Wicks, Kass**

Discussion ensued on the recommended five members and one alternate for the working group. The proposed members were Amy Klassen, Lighthouse Museum Executive Director; Gordie Wilson, National Park Service Superintendent; Ed Swift, III, President of Historic Tours of America; Reggie Meggs from Meehan's Irish Pub; Steve Jones, Vice President and General Manager of The Lodge and Club Ponte Vedra Beach, and Carley Zervis from St. Augustine Transfer Company.

**Motion By Rumrell, seconded by Sikes-Kline, carried 7/0, with Kass and Wicks absent, to move forward with the six recommendations, as stated above.**

**Yea: Rumrell, Sikes-Kline, Cox, Arnold, Gordon, Phillips, Blevins  
Nay: None  
Absent: Kass, Wicks**

**11. MONTHLY REPORTS PROVIDED IN PACKETS**

Meeks stated that the monthly reports were provided in the agenda packet.

**12. MEMBER COMMENTS**

Rumrell requested that agendas be provided to Council members more than a week prior to meetings, and suggested having staff meetings, as needed.

**13. NEXT MEETING DATE**

Meeks stated that the next meeting was scheduled for October 21, 2024.

**14. ADJOURN**

With there being no further business to come before the Council, the meeting adjourned at 3:22 p.m.

Approved \_\_\_\_\_, 2024

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Regina G. Phillips, Chair

ATTEST: BRANDON J. PATTY,  
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: \_\_\_\_\_  
Deputy Clerk